Self-employment through the development of a small business could be in any viable business that can be expected to produce a profit that will allow the family to achieve economic self-sufficiency within a reasonable time frame and within the individual's 60-month lifetime limit.

- Requires the participant to provide a business plan;
- The case manager will assess the plan for likelihood of business success;
- The case manager is responsible for approving the business plan and activity;
- The case manager may seek assistance from a business research organization or entrepreneurial assistance program in determining the viability of the business plan;
- The participant is encouraged to work with an entrepreneurial assistance program for microenterprise assistance which may include developing a business plan, business skills training, technical assistance, business development, loan assistance, and peer support groups;
- The case manager establishes benchmarks for monitoring business progress, success and profit as well as a time frame for achieving economic self-sufficiency.